

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02060 140819Z
ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 EB-08 /030 W
-----140823Z 031151 /17

P R 140750Z FEB 77
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 5432
USDOC WASHDC
USIA WASHDC
INFO AMEMBASSY PARIS
AMEMBASSY LONDON
AMEMBASSY STOCKHOLM
AMEMBASSY SYDNEY
AMEMBASSY TAIPEI
AMEMBASSY VIENNA
AMEMBASSY ZURICH

UNCLAS TOKYO 2060

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT:U.S. HOUSEWARES UNIVERSAL SHOWCASE: V/CE WITH PRODUCT
SAMPLES

REF: (A) TOKYO 1170 (B) STATE 027394

1. EMBASSY/USTC SUPPORTS CONCEPT FOR V/CE WITH PRODUCT SAMPLES
OUTLINED REFTEL B. PLEASE REFER TO REFTEL A FOR DETAILED POST/
USTC REACTION. HOWEVER, SEPTEMBER DATES NOT AVAILABLE FOR TRADE
CENTER SHOWING DUE TO SEPTEMBER 19 DISMANTLING OF BUSINESS
EQUIPMENT SHOW AND SEPTEMBER 26 USDA PROMOTION. TRADE CENTER
PREFERS TO TREAT THIS PROMOTION AS A REGULAR EVENT IN EARLY
FY 1978 SCHEDULE; I.E., VIDEOTAPES PRODUCTS, DISPLAY AREAS MANNED BY
AGENTS AND/OR U.S. REPRESENTATIVES.

2. WE WOULD APPRECIATE FURTHER CONSIDERATION OF BUDGET BY
WASHINGTON. TRADE CENTER BELIEVES BUDGET AS SHOWN REFTEL B IS
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UNREALISTIC FOR STAGING AND PROMOTING SUCH AN EVENT IN JAPAN, IN
VIEW OF THE SOPHISTICATION OF THE JAPANESE MARKET.
APPROPRIATE TRADE CENTER BUDGET FOR CONSTRUCTION, PROMOTION
AND HOSPITALITY WILL BE APPROXIMATELY SIX TIMES THE AMOUNTS
CITED REFTEL B (SEE TRADE CENTER'S JANUARY BUDGET REPORT RE
EXHIBIT COSTS). A DETAILED ESTIMATE WILL BE SUBMITTED IF
NECESSARY.

3. ALSO, TO MAKE THE MOST OF THE V/VCE IN JAPAN, EMBASSY BELIEVES THIS SHOW SHOULD TRAVEL TO CONSULAR POSTS AND URGES THAT FUNDING BE INCLUDED FOR THIS, IF POSSIBLE.

4. EMBASSY/USTC ALSO BELIEVE THAT DISPLAY SIGNS FOR BOOTHS AND VTR SHOULD BE IN JAPANESE LANGUAGE. USIS TOKYO HAS VOLUNTEERED TO DUB

SOUND TRACK AND WILL REQUIRE BOTH SCRIPT AND SAMPLE TAPE AS SOON AS AVAILABLE.

5. EMBASSY CONSURS WITH USTC THAT GENEROUS SUPPLY OF PRODUCT SAMPLES IMPERATIVE FOR SUCCESSFUL EXHIBITION.
SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO02060
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770051-0792
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770243/aaaablvml.tel
Line Count: 76
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6050cec6-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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SAS ID: 3325354
Secure: OPEN
Status: NATIVE
Subject: U.S. HOUSEWARES UNIVERSAL SHOWCASE: V/CE WITH PRODUCT SAMPLES
TAGS: BEXP, JA
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6050cec6-c288-dd11-92da-001cc4696bcc
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